

# HARFORD

## Retail Newsletter

2014

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#### Demographics



**Harford**  
COUNTY  
MARYLAND



### Overview

Located just minutes to the north of Baltimore, Harford County is one of Maryland's most prominent suburban retail markets given its population, employment, and income growth over the past 5 years. With multiple access points from Maryland's Interstate 95, into Harford County's numerous communities, the population base is easily accessible as most consider the market to be a regional strategy versus a specific market placement. The ability to draw from all corners of the County allow a retailer the comfort of knowing the vast reach of their brand and depth, and the sales potential. With the continued growth of Harford County comes opportunity...an opportunity for both expansion and success.



# TOP 10 REASONS TO LOCATE IN HARFORD COUNTY

HARFORD COUNTY  
MARYLAND



- 1 272,000+ residents with a consumer expenditure level above the national average
- 2 In 2013, retail expenditures topped \$2.468 BILLION!!!
- 3 Average Home Value of \$318,000 with more than 54% under ownership = higher levels of discretionary spending!
- 4 Abundant, and unmet demand for fashion, full service restaurants, electronics, personal wellness, and specialty merchandise.
- 5 Prominent Lifestyle Segments of Up and Coming Families, In Style, Wealthy Suburbanites, and Sophisticated Squires.
- 6 Nearly 43% of the total population are defined in the top tapestry segments for retail expenditures!
- 7 Controlled land use provides stability to retail market offerings and projects.
- 8 Vast and well-educated youth population to enhance employment.
- 9 Diverse retail projects such as the Boulevard @ Box Hill, Harford Mall, Festival @ Bel Air, Bel Air Towne Center and Aberdeen Marketplace offer both specific and unique options.
- 10 A low vacancy rate of nearly 4.4% shows the success of the market through the past few years of national economic challenges.

## DEMOGRAPHICS

Total Population

248,257

Total Households

91,201

Average Household Size

2.69

Owner Occupied Housing

70,928

Median Household Income

\$75,605

Average Household Income

\$89,248